

and Civic Education Service, published in Washington, D.C. Among them, these three are said to have a weekly circulation of about ten million a week! (The U.S. school population is estimated at about 44 million.) A more recent arrival in the field is Weekly News Spotlight which is distributed by The National Observer (a weekly publication of The Wall Street Journal) in cooperation with the A.B. Dick Co., 5700 West Touhy Ave., Chicago, Ill., 60648. Other smaller publications aimed at the same market were reported by one or two consulates. These seem to be more local in distribution and less ambitious in format.

This specialized press sector is worth investigating as a channel into U.S. schools for information about Canada. It seems particularly attractive in relation to the communication of information on the current socio-political situation in our country.

However, it would be well to proceed on the basis of careful planning. Rather than encouraging individual consulates to deal with any of these publications in their sector, it is recommended that relations with all such "current events for schools" press be handled from one point -- perhaps from the Embassy in Washington. One possibility that might be explored would be the creation of a special weekly information sheet specially written for this market and distributed only to these publications. Discussions with key editorial personnel in each publication would probably reveal the most useful form for regular releases on Canadian current events. Whatever the machinery evolved, it is recommended that some sort of on-going information links with these publications be established. They are bound to need accurate material on Canada from time to time. With a potential market of one out of every four American school children, a considerable amount of trouble would seem to be warranted on the part of the Information Division and the Embassy.